

**IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE**

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JUL 19 2010**

Attorney Docket No.: Google-35APP (GP-090-00-US)

Applicants: Jeffrey A. DEAN, et al.

Serial No.: 10/748,870

Confirmation No.: 3713

Filing Date: December 29, 2003

Title: **IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR  
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH  
CONTENT-RELATED ADVERTISEMENTS**

Examiner: Wilson W. Tsui

Group Art Unit: 2178

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

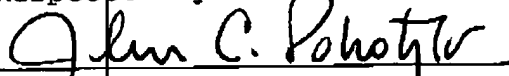
**REQUEST FOR A ONE (1) MONTH EXTENSION OF TIME**

In response to the final Office Action mailed on March 17, 2010, which set a time for response to expire on June 17, 2010, please extend that period one (1) month to expire on July 17, 2010. The Patent Office is authorized to charge the fee of \$130.00 and any fee due to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

07/21/2010 JVONG1 00000006 501049 10748870  
01 FC:1251 130.00 DA

July 19, 2010

Respectfully submitted,



John C. Pokotylo, Attorney

Reg. No. 36,242

Customer No. 26479

(732) 936-1400

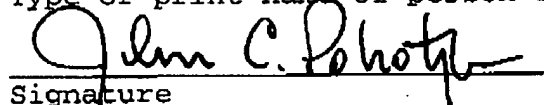
STRAUB & POKOTYLO  
788 Shrewsbury Ave.  
Tinton Falls, NJ 07724

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification



Signature

July 19, 2010

Date